

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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TELEPHONE
(781) 431-1019 EXT. 2208

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ZBA 2010-63

Petition of Richard Honan Sign Company
294 Wellesley Avenue

Pursuant to due notice, the Special Permit Granting authority held a Public Hearing on Thursday, August 5, 2010 at 7:30 p.m. at the Town Hall, 525 Washington Street, Wellesley, on the petition of RICHARD HONAN SIGN COMPANY requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for two externally illuminated 40 inch by 144 inch wall signs, with a total area of 40 square feet, set on the ground at 2.6 feet from the property line, at 294 WELLESLEY AVENUE, in a Residential District.

On July 19, 2010, the petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Martin Ryan, General Manager, Wellesley Country Club. Also present was Richard Honan (the "Petitioner").

Mr. Ryan displayed plans of the Wellesley Country Club (retained by proponent). He said that it is the 100th anniversary of the Club and the 2nd year in the new clubhouse. He said that the closest neighbor is Babson College.

Mr. Ryan said that they engaged Richard Honan, who is a master sign maker who has a great reputation in town. He said that he has worked with the Wellesley Country Club for many years.

Mr. Ryan said that the proposed signage will be the only signage that they will have at the Country Club. He said that there will be subdued lighting of the signs.

Mr. Honan said that there are new entrance walls at the main entrance to the Country Club. He said that the proposal is to put a sign on each wall to direct people to the entrance. He said that the signs will read, "Wellesley Country Club" and will consist of 5 inch high cast solid bronze letters, pin-mounted to the stone wall. He said that the span will be just over 8 feet. He said that there will be in-ground lighting. He said that it will be the primary identification sign for the property.

Mr. Honan said that the Design Review Board (DRB) thought that the design was appropriate.

The Board asked about the number and location of the lighting fixtures. The Board said that there was no information included in the submittal that discussed when the lights will be turned on and off. Mr. Honan said that there will be three 12-inch lights per sign in front of the walls. Mr. Ryan said that timers could be adjusted for whatever time the Board felt was appropriate for the neighborhood.

The Board asked about closing time for events. Mr. Ryan said that a late night would be midnight. He said that the liquor license runs to midnight. He said that there are no residential neighbors across from the sign location. He said that the signs will face Country Club property across the street.

The Board said that two entrances are shown on the VHB Plan. Mr. Honan said that there is an entrance on the right hand side that is closest to the maintenance building. He said that the signs will be located at the main entrance of the Country Club.

The Board said that the location, scale, quality and number of signs is appropriate.

The Board said that there is a discrepancy in the dimensions of the signs between the plan dated April 30, 2010 and the plan dated June 14, 2010. Mr. Honan said that there will be five inch letters. He said that computer adds slightly to rounded letters.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The subject property is located at 294 Wellesley Avenue, in a Residential District.

The Petitioner is requesting a Special Permit for two externally illuminated 40 inch by 144 inch wall signs, with a total area of 40 square feet, set on the ground at 2.6 feet from the property line.

Letter authorizing Martin J. Ryan as club business agent, dated 6/10/10, signed by Michael E. Frank, Club President, Layout and Materials Plan, dated 11/15/06, prepared by VHB, Existing Plot Plan, dated 5/20/10, prepared by VHB, Proposed Sign Drawings, dated 4/20/10 and 6/14/10, prepared by Richard Honan Sign Co., Manufacturer's cut sheets for LTV750/LTV50 Series Light Fixture and Lightvault Accessories, and photographs were submitted.

On July 22, 2010, the Design Review Board voted unanimously to approve the Special Permit for the standing signs.

On August 3, 2010, the Planning Board reviewed the Petition and recommended that the request be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs are externally illuminated 40 inch by 144 inch wall signs, with a total area of 40 square feet, set on the ground at 2.6 feet from the property line.

It is the opinion of this Authority that installation of two externally illuminated 40 inch by 144 inch wall signs, with a total area of 40 square feet, set on the ground at 2.6 feet from the property line will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the lettering styles, materials and colors will not detract from the area and are appropriate for this specific location.

Therefore, a Special Permit is granted for installation of two externally illuminated 40 inch by 144 inch wall signs, with a total area of 40 square feet, set on the ground at 2.6 feet from the property line, subject to the following conditions:

1. External illumination of the signs shall be shut off by timer at midnight.
2. A plan of the electrical lighting shall be submitted.
3. Lighting shall be shielded to direct light toward the signs.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.

J. Randolph Becker, Acting Chairman

Robert W. Levy

David L. Grissino

cc: Planning Board
Inspector of Buildings
lrm